

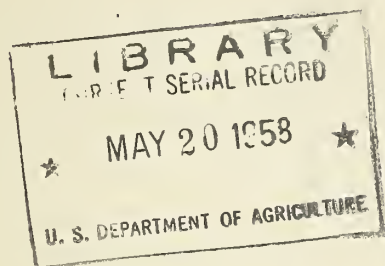
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# CONSUMER PURCHASES OF Selected Fruits and Juices



FEBRUARY 1958



CPFJ- 61

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

WASHINGTON 25, D.C.

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

April 1958



CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
FEBRUARY 1958

:       The data in this report represent estimated total purchases :  
: by household consumers only and do not include those by hotels, :  
: restaurants, hospitals, or other institutional outlets. Data for:  
: single months are for 4-week periods (28 days) to permit compar- :  
: isons between periods of equal length. :  
:

SUMMARY

United States household purchases of frozen concentrated orange juice, fresh oranges, and tangerines in February 1958 were down substantially, and grapefruit moderately from the same period in February 1957. Purchases of the ades were up somewhat, and buying of single-strength juices reflected substantial gains for orange and "other" single-strength juices, but smaller purchases of grapefruit juice. <sup>1</sup>/

Prices paid in February 1958 for fresh citrus and processed products, except frozen lemonade concentrate, fresh grapefruit and tangerines, were up from the preceding month, reflecting effects of freezes in Florida and the short California orange crop. Except for single-strength orange juice, fresh lemons, and lemon products, prices also were up from February 1957. The cost to consumers of a 4-ounce serving of orange juice in February 1957 and February 1958 was 2.7 and 3.4 cents, respectively, when prepared from frozen orange concentrate; 3.2 and 2.9 cents from canned orange juice; 4.5 and 4.6 cents from chilled orange juice; and 3.6 and 4.1 cents from fresh Florida oranges.

Consumer expenditures for the reported fruits and juices in February 1958 totaled \$97 million, an increase of 10 percent over February a year earlier. The gain reflected a 12-percent increase in the amount spent for oranges and orange products and a moderately greater expenditure for fresh and processed lemons and grapefruit.

Frozen juices, chilled juice, and ades: In February 1958 household consumers paid an average of 20.3 cents for a 6-ounce can of frozen concentrated orange juice--7 cents more than the record-low of June 1957 and the highest since October 1951. February prices were up 1.4 cents from the preceding month and 4.3 cents from February a year earlier. Purchases of the concentrate totaled 4.4 million gallons, a 14-percent decline from February 1957. The drop in volume was associated with a decrease from 7.9 to 6.8 cans (6-ounce) in the average quantity purchased per buying family, and with a slight decline in the proportion of families buying. Both family and total purchases were at the lowest reported level (4-week periods) in about 4 years. Season-to-date purchases of frozen concentrated orange juice (4-week periods-October 1957 through February 1958), however, were about 4 percent ahead of the corresponding period of the 1956-57 season, reflecting the high level of purchases that prevailed through December (table 1, fig. 1).

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<sup>1</sup>/ All monthly data in this report are for 4-week periods to facilitate comparisons.

The average buying family spent about \$1.38 for frozen orange concentrate in February 1958 compared with \$1.27 in February a year earlier. Total consumer expenditures in the month amounted to about \$19 million, 9 percent more than in February 1957.

Purchases of frozen concentrated juices other than orange and grapefruit totaled 782,000 gallons--a 51-percent gain over February 1957. On the average, consumers paid 18.5 cents for a 6-ounce can of "other" frozen juices, unchanged from the preceding month, but 0.6 cent more than a year earlier.

Chilled orange juice purchases in February 1958--2.2 million gallons--were about one-third greater than the monthly average for the 1956-57 season. Season-to-date purchases were also about one-third ahead of the corresponding 1956-57 period. About 5 percent of the Nation's families bought this product in February (1 percentage point more than a year earlier), but the quantity purchased per buying family (3.6 quarts) was down somewhat. Consumers paid an average of 36.4 cents for a quart of chilled orange juice, up 1 cent from January, and 0.7 cent above February a year earlier. The average buying family spent \$1.31 for chilled orange juice in February 1958, 2 cents less than in the preceding February (table 4).

February 1958 purchases of single-strength orangeade--424,000 cases equivalent 24 No. 2's--were slightly above the February 1957 level. Purchases averaged about 2.5 cans (46-ounce) for the 3 percent of the Nation's families that bought the product. Family expenditures, averaging 70 cents or 2 cents more than in February the year before, reflected a slight increase in prices paid and in the average purchase per buying family (table 2, fig. 2).

February 1958 purchases of shelf-pack orangeade--106,000 gallons--were much improved over a year earlier. Purchases were made at an average price of 17 cents per 6-ounce can, with the average buying family spending about 74 cents for the product, compared with 60 cents in February 1957.

Household purchases of frozen lemonade concentrate totaled 191,000 gallons in February 1958, up 19 percent from a year earlier. The greater volume reflected some gain in both the number of households buying and in the average quantity purchased by a family. About 12.7 cents was paid for a 6-ounce can of the concentrate, and buying family expenditures averaged about 47 cents for the month. In comparison with February 1957, prices paid were down 1.7 cents per can, and family expenditures were down 6 cents. Season-to-date purchases of frozen lemonade concentrate were about 22 percent ahead of the corresponding period of the 1956-57 season.

Buying of frozen single-strength lemon juice, frozen concentrated orangeade, frozen concentrated grapefruit juice, and shelf-pack lemonade in February 1958 continued to be too small for analysis.

Canned juices and fruit: During February 1958 householders purchased about 8.5 million cases of canned single-strength juices, 12 percent more than



in February a year earlier. 2/ Total consumer expenditures during the month--\$28 million--also were up 12 percent. Approximately 51 percent of the Nation's families bought one or more single-strength juices during February 1958. Purchases averaged 3.2 cans (46-ounce) per buying family, with expenditures averaging \$1.09, 6 cents more than in February 1957 (tables 2, 4, and 6, fig. 3). 3/

Purchases of canned single-strength orange juice--1.3 million cases--were up 37 percent from February 1957. The greater volume was associated with a gain of 2 percentage points in the proportion of families buying, and an increase in family purchases. Purchases were made at an average price of 31.7 cents per 46-ounce can, 2.3 cents less than a year earlier. While expenditures for canned orange juice per buying family averaged 75 cents in February 1958, slightly less than a year earlier, total expenditures advanced 32 percent to \$4.4 million, reflecting the larger total volume of purchases. Season-to-date purchases of canned orange juice were nearly 50 percent ahead of the corresponding 1956-57 period.

Household purchases of canned single-strength grapefruit juice amounted to 855,000 cases in February 1958, 9 percent less than in February 1957. The decline was associated with fewer families buying and somewhat smaller purchases per buying family. Prices paid for canned grapefruit juice advanced slightly to 28.1 cents per 46-ounce can. Expenditures by families buying averaged about 59 cents compared with 63 cents in February a year earlier.

Approximately 47,000 cases of canned single-strength lemon juice were purchased in February 1958, nearly a fourth more than in the preceding February. Season-to-date purchases of the product, however, remained close to the level of the corresponding period a year earlier. The gain in volume over February 1957 was associated with an increase in the proportion of families buying, along with somewhat larger purchases per buying family. An average of 11.1 cents was paid for a 5½-6-ounce can of lemon juice, 1.5 cents less than in February 1957. The average buying family spent about 35 cents in February for canned lemon juice, 2 cents less than in the same month of 1957 (table 4).

Consumer purchases of prune juice--655,000 cases--were down moderately from February 1957. Purchases were made by about 7.5 percent of the Nation's households and averaged 2.3 quarts per buying family. Both measures were slightly below the level of a year earlier. Season-to-date purchases also were slightly lower. Prices paid for prune juice in February 1958 averaged 33.6 cents per quart, up 0.8 cent from a year earlier. The average buying family spent 77 cents for prune juice in February 1958 compared with 80 cents a year earlier (table 6).

Buying of tomato juice--1.9 million cases--was up slightly from February 1957, while season-to-date purchases were approximately 6 percent greater.

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2/ Canned single-strength juices are reported in cases of equivalent 24 No. 2's.

3/ Expenditures for canned single-strength juices were calculated on a basis of equivalent price per No. 2 can.

Prices paid for tomato juice increased slightly in February 1958, with buying families spending an average of 57 cents, about 1 cent more than in February a year earlier (table 6).

Household purchases of single-strength juices other than those individually reported totaled 3.7 million cases, a 21-percent gain from February 1957; season-to-date purchases (October-February) were up almost as much. The larger volume in February 1958 was associated with an increase of about 3 percentage points in the proportion of families buying and a 5 percent increase in the quantity purchased per buying family. An average of 31.2 cents was paid for a 46-ounce can of "other" juice, up 0.4 cent from the preceding February. On the average, buying families spent 80 cents in February 1958 for "other" juices, 3 cents more than in February a year earlier.

Household purchases of canned grapefruit sections were up 7 percent from February 1957 to 279,000 cases (480 ounces per case) in February 1958. Season-to-date purchases, however, lagged about 11 percent behind the corresponding 5 months of the 1956-57 season. Prices paid for grapefruit sections in February 1958 averaged 19 cents per No. 303 can, up 0.9 cent from a year earlier. Buying families spent about 61 cents for the product during the month compared with 58 cents in February 1957. Total consumer expenditures for the month were 12 percent greater than in the preceding February. An average serving (one-half cup) of canned grapefruit sections cost consumers 4.8 cents in February 1958 compared with a cost of 3.6 cents for half a fresh grapefruit (table 5).

Fresh fruit: Household purchases of fresh oranges--2.7 million boxes--were off 9 percent in February 1958 from February 1957. The proportion of the Nation's families buying--about 44 percent--was up slightly, but the number of oranges bought per buying family declined from about 27 to 25. On the average, buying families spent \$1.06 for fresh oranges in February 1958, 10 cents more than a year earlier. Total consumer expenditures for oranges during the month amounted to about \$23 million, up 10 percent from February a year earlier. Despite the smaller crop and accompanying higher prices, season-to-date purchases totaled about the same as in the corresponding period a year earlier (table 3, figs. 4 - 8).

Consumers paid an average of 65.8 cents in February for a dozen California-Arizona oranges--15.2 cents more than in February 1957. Purchases amounted to about a million boxes, nearly the same as a year earlier. While there was a gain of one percentage point in the proportion of families buying the effect was offset by a decrease of 1.6 oranges in the number purchased per buying family. The average buying family spent 99 cents for California-Arizona oranges in February 1958, 16 cents more than a year earlier. Season-to-date purchases of California-Arizona oranges were down about 5 percent from the corresponding period a year earlier, reflecting a lower level of buying during October and November.

Purchases of Florida oranges dropped 26 percent from February 1957 to somewhat less than 1 million boxes in February 1958. The smaller volume was



associated with a decrease of nearly 3 percentage points in the proportion of families buying and fewer oranges purchased per buying family. Cumulative purchases of Florida oranges from October 1957 through February 1958 were about 3 percent below the corresponding period a year earlier. Consumers paid approximately 44 cents per dozen for Florida oranges, up 5.4 cents from February 1957. The average buying family spent about 93 cents in February 1958 compared with 91 cents in February of the previous year. Nevertheless, total consumer expenditures, about \$7.4 million for the month, were 13 percent lower than a year earlier.

Purchases of Texas oranges--237,000 boxes--were up 44 percent from February 1957, along with a gain in the proportion of families buying. Season-to-date purchases were 56 percent ahead of the corresponding 1956-57 period, reflecting the largest orange crop since the freeze of 1951-52. About 32 cents per dozen was paid in February 1958 for these oranges, 5.7 cents more than a year earlier. The average buying family spent 75 cents for Texas oranges in February 1958, nearly 15 cents more than a year earlier.

Approximately one-half million boxes of oranges not identified as to area of production were purchased in February 1958, about the same as in the corresponding period a year earlier. On the average, consumers paid about 51 cents per dozen for these oranges, and buying family expenditures amounted to 73 cents--increases of 9.4 cents per dozen in prices paid and 8 cents in family expenditures.

February 1958 household purchases of fresh grapefruit amounted to 2.3 million boxes, moderately less than a year earlier. About 31 percent of the Nation's families bought grapefruit, nearly the same as a year earlier. Total purchases during the current season (October through February) were 12 percent ahead of the corresponding period a year earlier, with greater purchases of grapefruit from each of the producing areas. Purchases in February 1958 were made at an average price of 86.1 cents per dozen, and buying family expenditures averaged about 83 cents, increases of roughly 10 cents over a year earlier in both prices paid and in family expenditures. Total consumer expenditures for grapefruit--\$12.6 million--were up about 4 percent from a year earlier.

Purchases of Florida grapefruit--1.1 million boxes--were down 15 percent from February 1957. The drop in volume was associated with a decrease in the proportion of families buying, along with a decline in the number purchased per buying family. About 97.1 cents per dozen was paid for Florida grapefruit, 14.2 cents more than in February a year earlier, but 2.1 cents less than in the preceding month. On the average, buying families spent about 80 cents in February for Florida grapefruit, 5 cents more than a year earlier.

Consumers purchased 279,000 boxes of California-Arizona grapefruit in February 1958, at an average price of 71.5 cents per dozen. This represented an increase of 15 percent in the volume of purchases and of 6.5 cents in price paid. February 1958 expenditures per buying family averaged about 66 cents, 9 cents more than a year earlier.

Purchases of Texas grapefruit were down 9 percent from February 1957, reflecting a decrease in the number purchased per buying family. About 74 cents a dozen was paid for the 380,000 boxes purchased, 10.3 cents more per dozen than in February a year earlier. Family expenditures for Texas grapefruit amounted to 65 cents in both February 1957 and 1958.

Purchases of "unidentified" grapefruit in February 1958 amounted to 540,000 boxes, a gain of one-third over February 1957; season-to-date purchases were about one-fourth ahead of the corresponding period a year earlier. The average buying family spent approximately 56 cents for unidentified grapefruit in February 1958, with prices paid averaging about 88 cents per dozen.

Buying of lemons for home use in February 1958--242,000 boxes--was up 10 percent from February the year before, reflecting a slight gain in the proportion of families buying. Consumers paid 47.8 cents for a dozen lemons in February 1958, 1.3 cents less than a year earlier. Buying family expenditures for lemons averaged 37 cents in both February 1957 and 1958.

Only 90,000 boxes of tangerines were purchased in February 1958 compared with 300,000 boxes in February 1957. Seasonal purchases (October-February) were 58 percent behind the corresponding period a year earlier. The decline was associated with the reduction of the Florida crop by winter freezes. Prices paid for tangerines in February 1958 averaged 44.5 cents a dozen, 9.3 cents more than a year earlier.

Table 1.--Frozen juices, chilled juice, and concentrated ades: Summary U. S. consumer purchases and average prices paid, February 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
	1958	1957	1958	1957	Purchases		Quantity per purchase		Unit	1958	1957
					1958	1957	1958	1957			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	28.0	28.3	4,423	5,166	2.2	2.2	18.6	21.6	6	20.3	16.0
Grapefruit.....	1/	1.0	1/	81	1/	1.3	1/	16.3	6	1/	14.0
Other concentrates.....	2/	2/	782	518	2/	2/	14.4	13.6	6	18.5	17.9
Total.....	31.2	30.1	5,276	5,765	2.4	2.4	17.8	20.4			
Chilled orange juice.....	4.7	3.6	2,163	1,650	3.0	3.1	38.4	38.5	3/32	36.4	35.7
Concentrated ades:											
Frozen:											
Lemonade.....	2.3	1.9	191	161	1.4	1.5	15.8	14.6	6	12.7	14.4
Shelf-pack:											
Orangeade.....	1.0	1/	106	1/	1.6	1/	16.4	1/	6	17.0	1/

1/ Too few purchases reported for analysis.  
2/ Information not available.  
3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: Summary U. S. consumer purchases and average prices paid, February 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
	1958	1957	1958	1957	Purchases		Quantity per purchase		Unit	1958	1957
					1958	1957	1958	1957			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	11.0	9.1	1,309	956	1.7	1.7	60.1	55.1	46	31.7	34.0
Grapefruit.....	7.7	8.1	855	939	1.5	1.5	62.5	66.8	46	28.1	27.9
Lemon.....	2.2	2.0	47	38	1.2	1.2	15.1	13.8	5 1/2-6	11.1	12.6
Prune.....	7.5	7.6	655	686	1.8	1.9	40.5	40.5	32	33.6	32.8
Tomato.....	18.1	18.2	1,859	1,811	1.5	1.5	57.9	56.9	46	27.9	27.4
All other.....	30.6	27.3	3,746	3,104	2.0	2.0	52.4	49.7	46	31.2	30.8
Total.....	51.3	47.7	8,471	7,534	2.7	2.6	53.8	52.1			
Single-strength orangeade...	3.2	3.2	424	409	1.6	1.7	71.3	65.9	46	28.2	27.9
Grapefruit sections.....	5.3	5.0	279	260	1.3	1.3	39.0	39.0	2/16	19.0	18.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.  
2/ Net weight 1 lb. (No. 303 can).



Table 3.--Fresh citrus fruit: Summary U. S. consumer purchases and average prices paid, February 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges:										
California-Arizona.....	21.6	20.5	1,017	1,024	1.8	1.7	10.0	11.5	65.8	50.6
Florida.....	16.2	18.8	959	1,294	1.9	2.0	13.4	14.2	43.6	38.2
Unidentified.....	11.2	10.3	457	461	1.6	1.6	10.7	11.6	51.1	41.7
Total 1/.....	44.0	43.7	2,670	2,944	2.1	2.1	11.7	12.9	51.9	42.4
Grapefruit:										
California-Arizona.....	3.9	3.3	279	243	1.5	1.5	7.3	7.1	71.5	65.0
Florida.....	17.0	19.7	1,137	1,343	1.9	1.9	5.2	5.7	97.1	82.9
Unidentified.....	10.5	8.4	540	404	1.5	1.4	5.1	5.4	87.7	80.6
Total 1/.....	31.4	31.8	2,336	2,407	2.0	1.9	5.8	6.1	86.1	76.1
Lemons.....	18.0	17.2	242	220	1.5	1.5	6.1	6.0	47.8	49.1
Tangerines.....	2.4	6.8	90	302	1.3	1.4	11.1	11.4	44.5	35.2

1/ Includes purchases of Texas fruit.

Table 4.--Chilled orange juice and single-strength lemon juice: Consumer purchases and average prices paid, October 1956 to date

Period	Chilled orange juice						Single-strength lemon juice					
	Percentage of all families buying		Purchases		Average price per equivalent quart		Percentage of all families buying		Purchases		Average price per 5½-6 ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.5	3.0	1,794	1,146	36.3	36.8	2.2	2.2	48	49	11.1	12.1
November.....	4.1	2.7	1,869	1,296	35.8	37.3	2.0	1.8	45	42	10.3	11.7
December.....	3.5	3.3	1,786	1,579	35.9	36.1	2.3	2.0	50	47	10.3	12.6
October-December 2/.....			5,958	4,398					156	150		
January.....	4.3	3.2	2,129	1,666	35.4	35.0	1.9	2.1	38	45	10.0	12.6
February.....	4.7	3.6	2,163	1,650	36.4	35.7	2.2	2.0	47	38	11.1	12.6
March.....		3.4	1,794	1,794	35.5	35.5		2.5		48		12.3
October-March 2/.....				9,968						292		
April.....		3.6		1,858		35.6		2.3		48		10.9
May.....		3.5		1,937		35.2		2.9		63		10.7
June.....		3.7		1,933		34.9		4.5		105		11.0
October-June 2/.....				16,185						521		
July.....		3.3		1,674		35.0		4.5		108		10.4
August.....		3.1		1,574		35.1		3.4		87		10.8
September.....		3.0		1,525		35.7		2.6		55		10.3
Season 2/.....				21,347		35.5				787		11.3

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

Period	Frozen concentrated grapefruit juice						Canned grapefruit sections					
	Percentage of		Purchases	Average price		Percentage of		Purchases	Average price			
	all families			per 6-ounce		all families			per No. 303			
	buying			can		buying			can			
1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	
Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	
October.....	1.0	1.3	73	98	15.5	14.3	5.2	6.7	282	384	18.7	18.1
November.....	2/	1.1	2/	70	2/	13.8	4.8	5.6	256	313	19.1	18.0
December.....	2/	2/	2/	2/	2/	2/	4.1	5.0	209	261	19.0	18.6
October-December 3/.....			217	250					803	994		
January.....	2/	1.2	2/	87	2/	14.0	5.4	5.3	300	280	19.0	18.1
February.....	2/	1.0	2/	81	2/	14.0	5.3	5.0	279	260	19.0	18.1
March.....		2/		2/		2/		4.6		250		18.5
October-March 3/.....				522						1,853		
April.....		2/		2/		2/		5.0		238		18.6
May.....		1.0		70		14.9		5.0		242		18.8
June.....		1.0		92		14.7		4.6		243		18.6
October-June 3/.....				751						2,638		
July.....		2/		2/		2/		5.3		296		18.7
August.....		2/		2/		2/		5.4		301		19.1
September.....		2/		2/		2/		5.1		285		18.7
Season 3/.....				942		14.4				3,588		18.5

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 6.--Canned single-strength prune and tomato juices: Consumer purchases and average prices paid, October 1956 to date

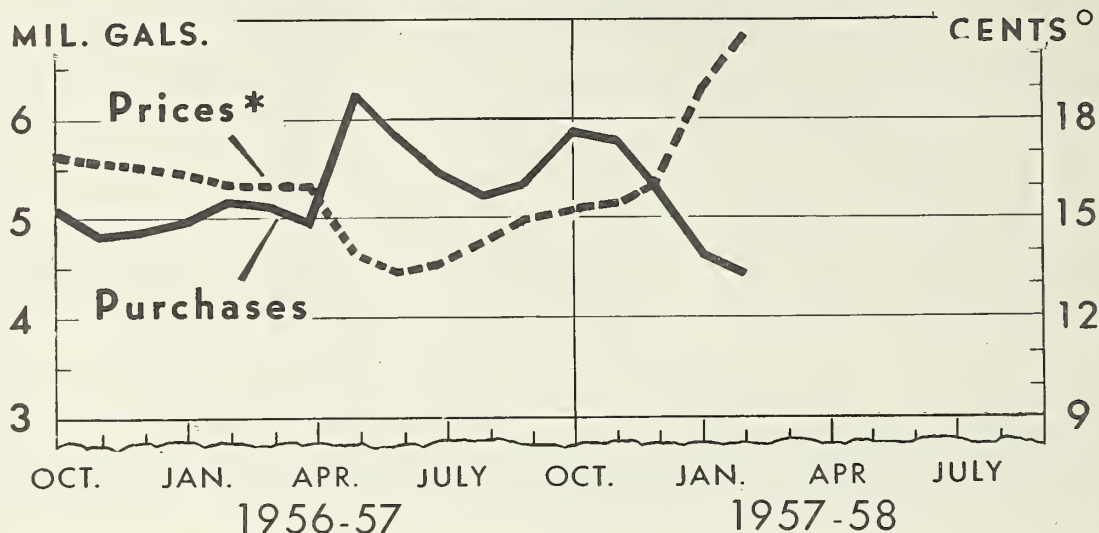
Period	Prune juice						Tomato juice					
	Percentage of		Purchases	Average price		Percentage of		Purchases	Average price			
	all families			per 32-ounce		all families			per 46-ounce			
	buying			bottle		buying			can			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57		
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	7.7	8.1	666	687	33.0	32.2	16.5	16.3	1,663	1,601	27.0	27.8
November.....	7.4	7.6	634	662	33.2	32.6	20.9	16.8	1,985	1,670	27.5	27.7
December.....	7.3	7.6	619	592	33.1	32.7	16.1	16.8	1,560	1,610	28.0	27.8
October-December 2/.....			2,047	2,086					5,644	5,308		
January.....	7.7	7.8	684	701	32.9	32.9	18.8	17.8	1,892	1,777	27.7	28.2
February.....	7.5	7.6	655	686	33.6	32.8	18.1	18.2	1,859	1,811	27.9	27.4
March.....		8.9		724		32.8		19.2		2,045		27.1
October-March 2/.....				4,366						11,400		
April.....		8.0		699		32.7		18.9		1,993		26.6
May.....		7.4		663		32.6		18.1		1,929		26.3
June.....		7.2		629		32.8		17.3		1,761		26.8
October-June 2/.....				6,506						17,506		
July.....		7.2		623		33.0		16.1		1,729		26.8
August.....		7.0		595		32.8		16.1		1,654		26.5
September.....		7.8		670		33.0		16.1		1,581		26.4
Season 2/.....				8,526		32.8				22,841		27.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668 - 58 (4) AGRICULTURAL MARKETING SERVICE

Figure 1

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

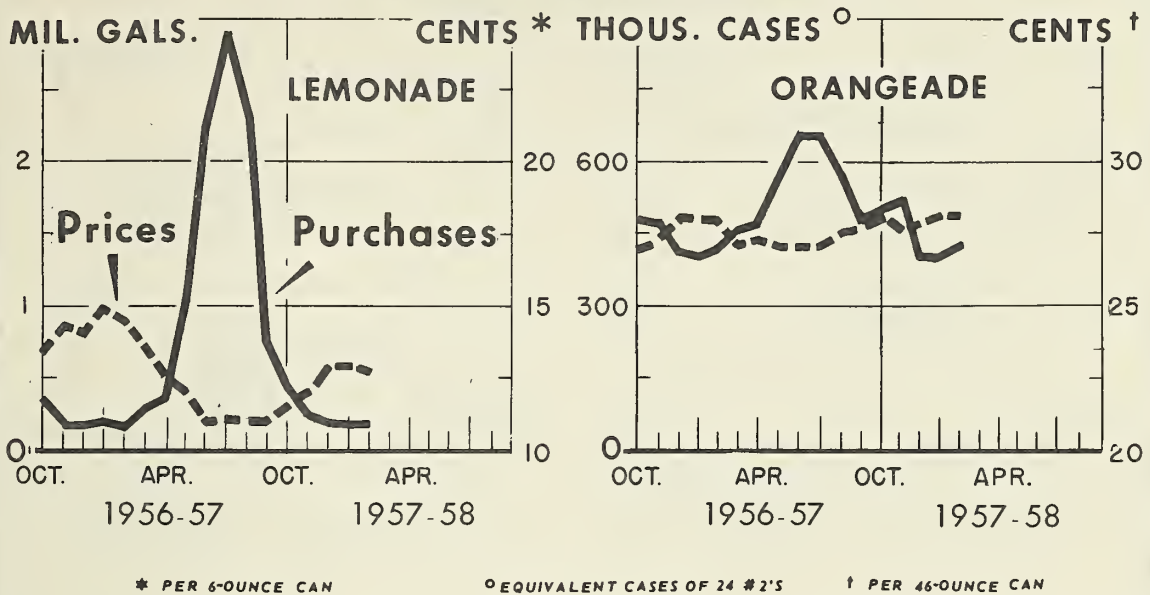
Period	Percentage of all families buying		Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents
October.....	30.9	29.3	5,851	5,070	15.2	17.0
November.....	31.2	28.6	5,770	4,818	15.4	16.7
December.....	29.3	28.9	5,288	4,896	15.9	16.6
October-December 1/.....			18,193	15,911		
January.....	27.9	27.9	4,626	4,945	18.9	16.3
February.....	28.0	28.3	4,423	5,166	20.3	16.0
March.....		27.7		5,132		15.9
October-March 1/.....				32,433		
April.....		28.0		4,959		15.9
May.....		30.8		6,296		14.0
June.....		30.3		5,838		13.3
October-June 1/.....				50,928		
July.....		29.7		5,487		13.5
August.....		29.3		5,203		14.2
September.....		28.6		5,325		14.9
Season 1/.....				68,183		15.3

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-58 (4) AGRICULTURAL MARKETING SERVICE

Figure 2

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

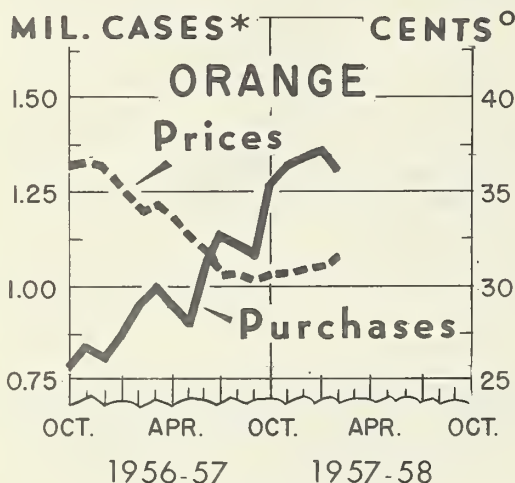
Period	Frozen lemonade concentrate						Canned single-strength orangeade					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying				per 6 oz. can		families buying				per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.6	3.8	415	350	11.5	13.4	3.9	3.4	494	484	28.0	26.9
November.....	2.3	1.9	228	148	12.0	14.3	3.6	3.4	518	466	27.5	27.2
December.....	2.4	1.9	203	166	12.9	14.1	3.0	2.9	412	401	27.9	28.0
October-December 2/.....			891	718					1,514	1,428		
January.....	2.3	2.1	181	176	12.9	14.9	2.9	2.6	402	393	28.2	27.9
February.....	2.3	1.9	191	161	12.7	14.4	3.2	3.2	424	409	28.2	27.9
March.....		2.8		280		13.4		3.2		450		27.0
October-March 2/.....				1,382						2,781		
April.....		3.5		366		12.4		3.4		465		27.2
May.....		8.5		1,010		11.9		4.2		572		26.8
June.....		17.0		2,231		11.0		4.8		652		26.8
October-June 2/.....				5,397						4,609		
July.....		19.1		2,930		11.1		4.4		653		26.8
August.....		16.0		2,307		10.9		4.4		576		27.4
September.....		6.4		730		10.9		3.4		470		27.5
Season 2/.....				11,764		11.5				6,463		27.2

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

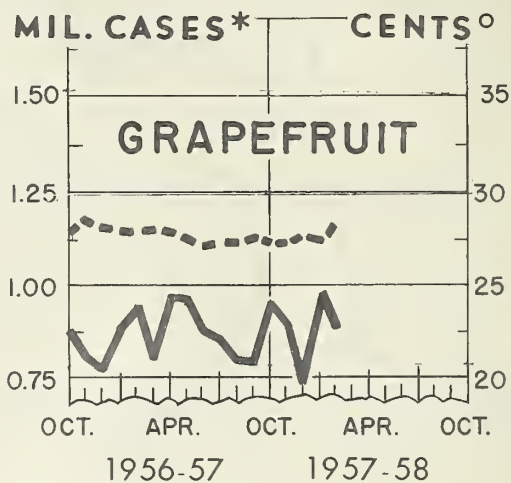
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (4) AGRICULTURAL MARKETING SERVICE

Figure 3

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Canned orange juice						Canned grapefruit juice					
	Percentage of all families buying		Purchases		Average price per 46 oz. can		Percentage of all families buying		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	10.9	7.9	1,268	775	30.6	36.4	8.1	8.0	959	884	27.4	27.9
November.....	11.5	8.0	1,313	834	30.7	36.6	7.8	7.2	894	813	27.4	28.6
December.....	9.6	7.9	1,042	810	30.9	36.4	6.6	6.6	743	776	27.6	28.1
October-December 2/.....			3,885	2,631					2,814	2,663		
January.....	11.8	8.0	1,353	871	31.1	35.0	8.5	7.9	967	882	27.3	27.9
February.....	11.0	9.1	1,309	956	31.7	34.0	7.7	8.1	855	939	28.1	27.9
March.....		9.1		993		34.4		7.3		797		28.1
October-March 2/.....				5,663						5,515		
April.....		9.2		949		33.9		8.3		978		27.8
May.....		8.1		898		32.7		8.1		969		27.4
June.....		9.0		1,071		31.9		7.5		888		27.1
October-June 2/.....				8,849						8,545		
July.....		9.9		1,146		30.5		7.4		854		27.4
August.....		9.6		1,124		30.6		7.2		793		27.3
September.....		9.5		1,132		30.3		7.2		793		27.6
Season 2/.....				12,522		33.3				11,172		27.8

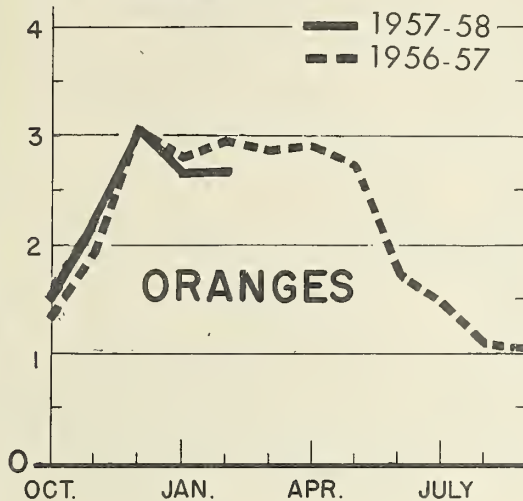
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

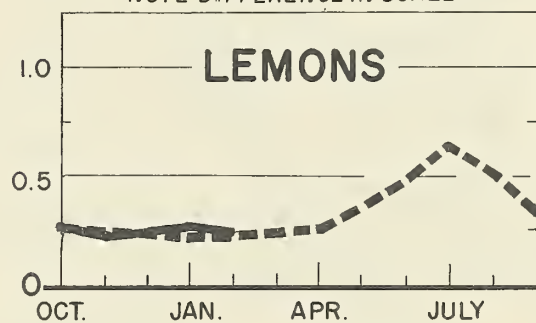
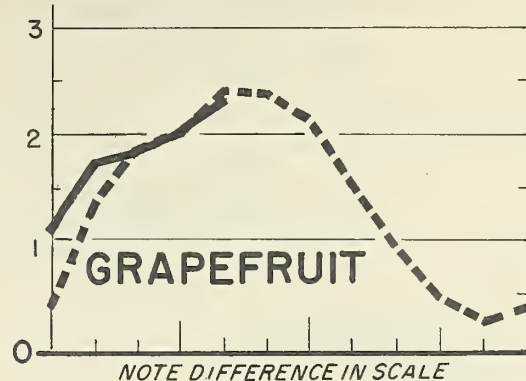
# FRESH CITRUS FRUIT

## Consumer Purchases

MIL. BOXES



MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4671-58 (4) AGRICULTURAL MARKETING SERVICE

Figure 4

fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1957-58 <sup>1</sup>	1956-57	1957-58 <sup>1</sup>	1956-57	1957-58 <sup>1</sup>	1956-57	1957-58 <sup>1</sup>	1956-57	1957-58 <sup>1</sup>	1956-57	1957-58 <sup>1</sup>	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November.....	2,182	1,961	38.3	40.0	1,726	1,359	85.0	90.0	226	232	47.1	47.5
December.....	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
October-December 1/.....	7,343	7,068			5,146	4,076			790	774		
January.....	2,666	2,772	49.5	41.8	2,000	2,020	88.5	80.3	261	217	46.9	50.1
February.....	2,670	2,944	51.9	42.4	2,336	2,407	86.1	76.1	242	220	47.8	49.1
March.....		2,870		44.8		2,339		78.7		239		46.2
October-March 1/.....		16,405				11,492				1,508		
April.....		2,938		46.4		2,131		82.2		285		43.2
May.....		2,719		48.5		1,940		90.1		359		43.3
June.....		1,676		47.7		830		97.8		472		41.7
October-June 1/.....		24,276				16,359				2,727		
July.....		1,477		46.5		477		105.5		642		40.8
August.....		1,129		47.8		246		115.9		508		42.5
September.....		1,045		49.3		392		109.5		327		43.6
Season 1/.....		28,193		44.5		17,510		85.3		4,322		44.1

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



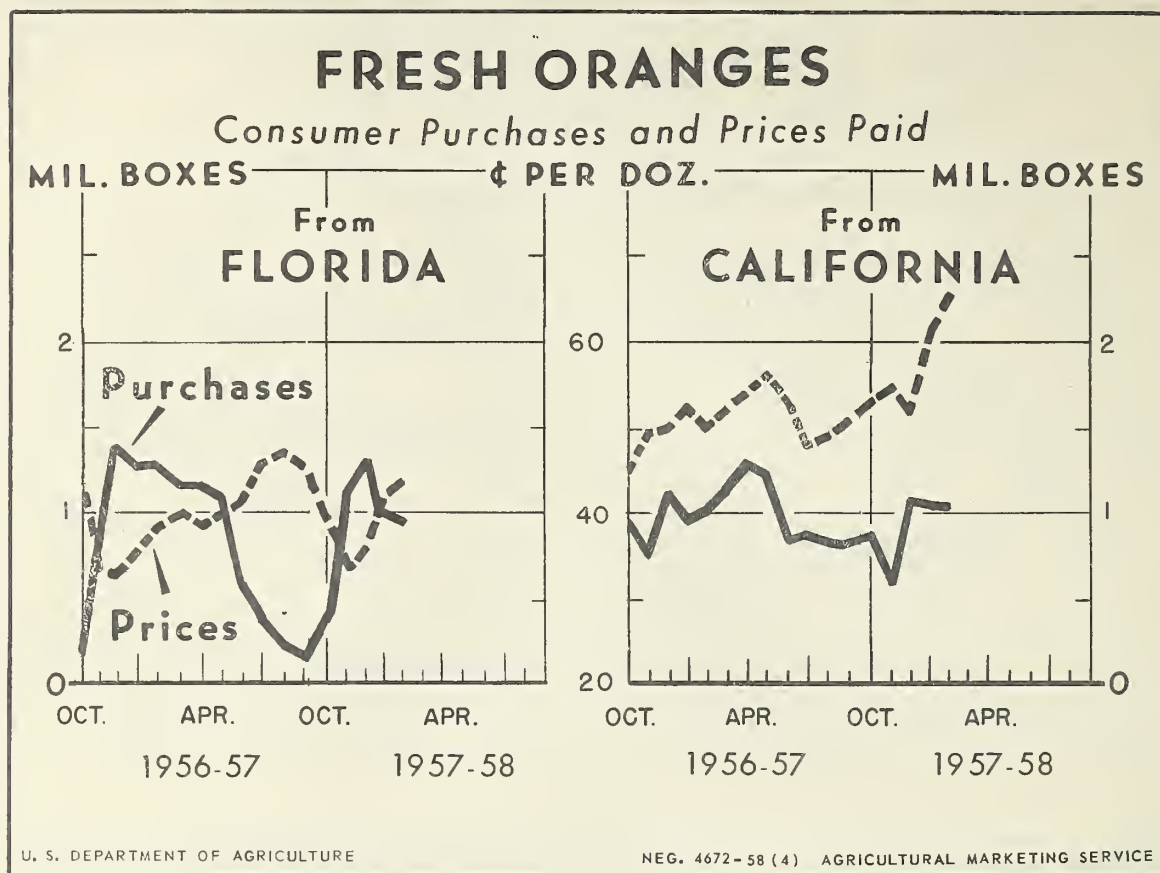


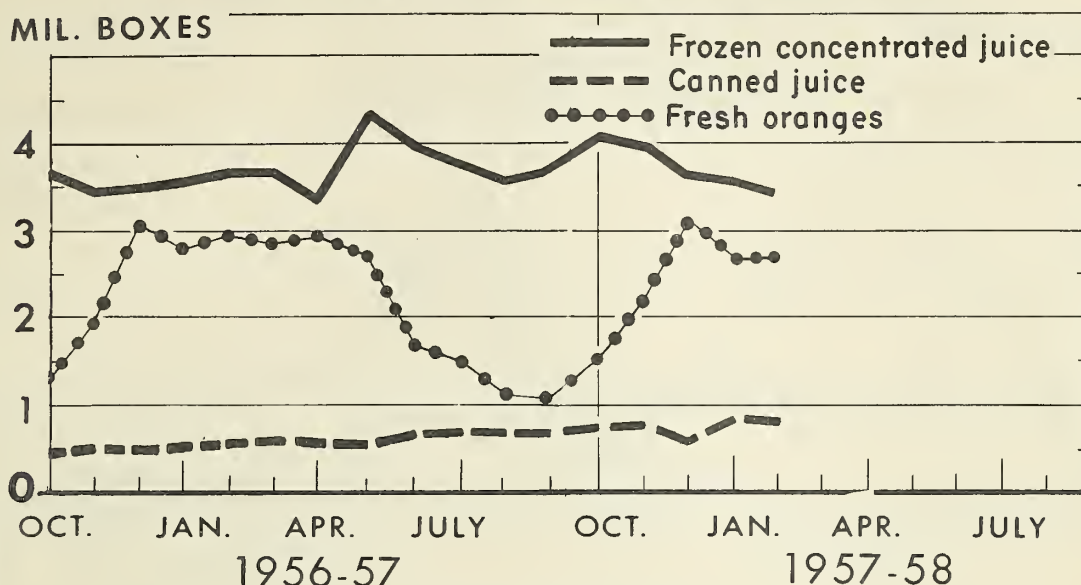
Figure 5

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,750	35.0	34.0	2,701	3,024	53.0	48.1
January.....	991	1,269	42.0	35.8	1,031	978	61.9	52.4
February.....	959	1,294	43.6	38.2	1,017	1,024	65.8	50.6
March.....		1,168		39.8		1,126		52.0
October-March 1/.....		6,769		37.9		6,455		51.5
April.....		1,165		38.7		1,291		53.9
May.....		1,085		39.9		1,221		56.2
June.....		575		41.7		846		52.4
October-June 1/.....		9,800		39.9		10,054		54.4
July.....		383		45.7		887		47.8
August.....		200		46.9		810		48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532		37.7		12,747		50.9

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665- 58 (4) AGRICULTURAL MARKETING SERVICE

Figure 6

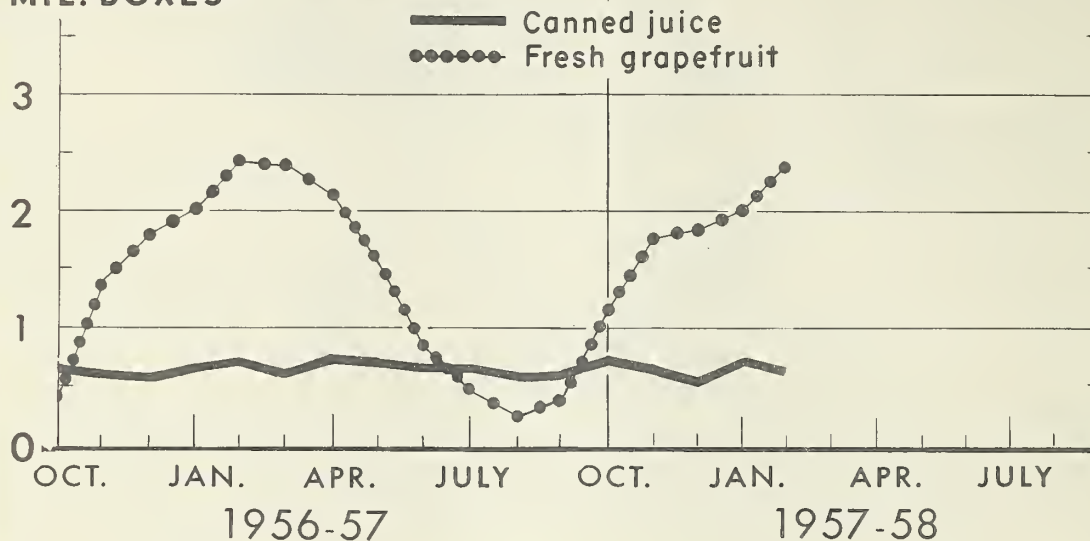
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,162	1,961	3,981	3,440	750	494	6,893	5,895
December.....	3,032	3,045	3,649	3,496	595	480	7,283	7,021
October-December 1/.....	7,343	7,068	12,557	11,360	2,218	1,558	22,118	19,986
January.....	2,666	2,772	3,557	3,531	836	516	7,059	6,819
February.....	2,670	2,944	3,401	3,689	809	566	6,880	7,199
March.....		2,870		3,664		588		7,122
October-March 1/.....		16,405		23,157		3,353		42,915
April.....		2,938		3,372		571		6,881
May.....		2,719		4,281		541		7,541
June.....		1,676		3,970		645		6,291
October-June 1/.....		24,276		35,734		5,271		65,281
July.....		1,477		3,786		690		5,953
August.....		1,129		3,590		677		5,396
September.....		1,045		3,674		681		5,400
Season 1/.....		28,193		47,640		7,482		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES\*



\* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666- 58 (4) AGRICULTURAL MARKETING SERVICE

Figure 7

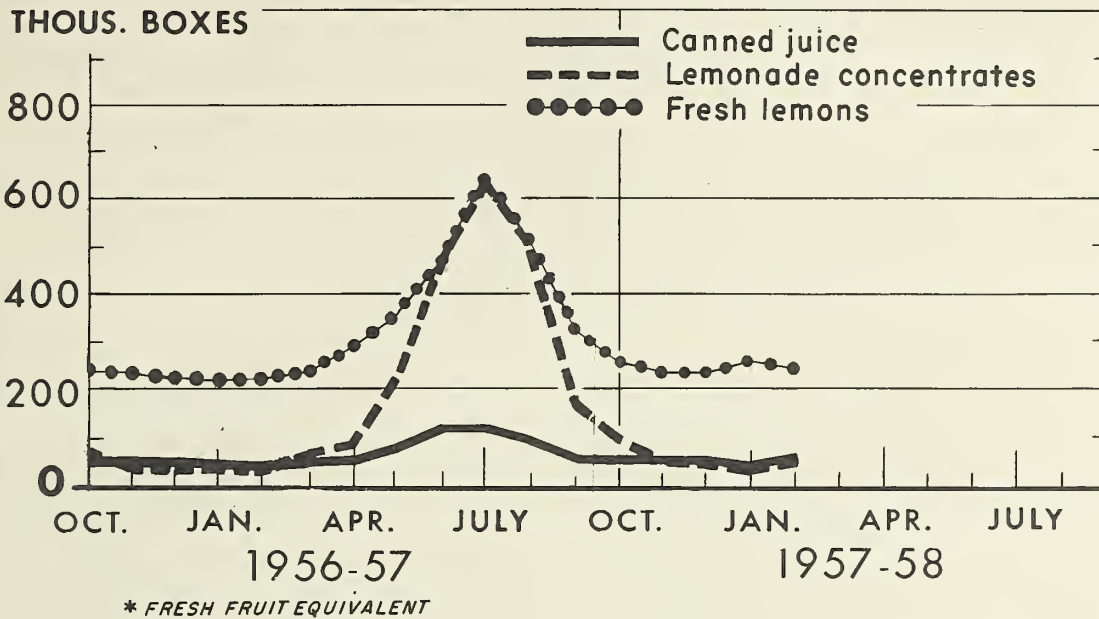
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,152	444	715	674	1,867	1,118
November.....	1,726	1,359	667	620	2,393	1,979
December.....	1,825	1,839	554	592	2,379	2,431
October-December 1/.....	5,146	4,076	2,099	2,663	7,245	6,739
January.....	2,000	2,020	722	673	2,722	2,693
February.....	2,336	2,407	639	716	2,975	3,123
March.....		2,389		608		2,997
October-March 1/.....		11,492		4,839		16,331
April.....		2,131		735		2,866
May.....		1,540		729		2,269
June.....		880		663		1,548
October-June 1/.....		16,359		7,118		23,477
July.....		477		652		1,129
August.....		246		605		851
September.....		392		605		997
Season 1/.....		17,510		9,122		26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667- 58 (4) AGRICULTURAL MARKETING SERVICE

Figure 8

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	226	232	51	44	40	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	178	162	188	151	194	154	1,162	1,090
January.....	261	217	41	49	38	37	39	38	341	304
February.....	242	220	53	42	40	34	43	35	338	297
March.....		239		50		59		61		350
October-March 3/.....		1,508		315		291		298		2,121
April.....		285		51		77		80		416
May.....		359		70		213		216		645
June.....		472		115		471		478		1,065
October-June 3/.....		2,727		567		1,135		1,152		4,446
July.....		642		116		618		629		1,387
August.....		508		95		487		500		1,103
September.....		327		60		154		160		547
Season 3/.....		4,322		855		2,481		2,511		7,688

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

U. S. DEPARTMENT OF AGRICULTURE  
Washington 25, D. C.

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